

park plaza west

Ambition
Broxbourne
A space to breathe... a place to grow

COMMERCIAL ESTATES GROUP

A priority project supported by Ambition Broxbourne to develop **a major 90 acre** state of the art innovative headquarters site.



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4%



Economic output per head higher than UK average.

Introduction

- > A major headquarters location adjacent to junction 25 of the M25 and the A10.
- > Supported as a key employment opportunity by the Borough of Broxbourne.
- > A 90 acre flagship site.
- > Within a 6 minute drive of Theobalds Grove, Waltham Cross and Cheshunt stations. Cheshunt station provides a direct train service to Tottenham Hale (for the Stansted Express link) and London Liverpool Street within 30 minutes.
- > 25 minute drive to Stansted Airport.

- > Suitable HQ location for technology, research and development, life sciences and creative sectors.
- > A potential workforce of almost 6 million within an hour of the site.
- > Ambitions to improve rail infrastructure along the London Stansted Cambridge Corridor will bring even greater rail connectivity to the area, and have full support of the London Mayor.
- > Full support from the Local Authority in bringing this high quality development opportunity forward.



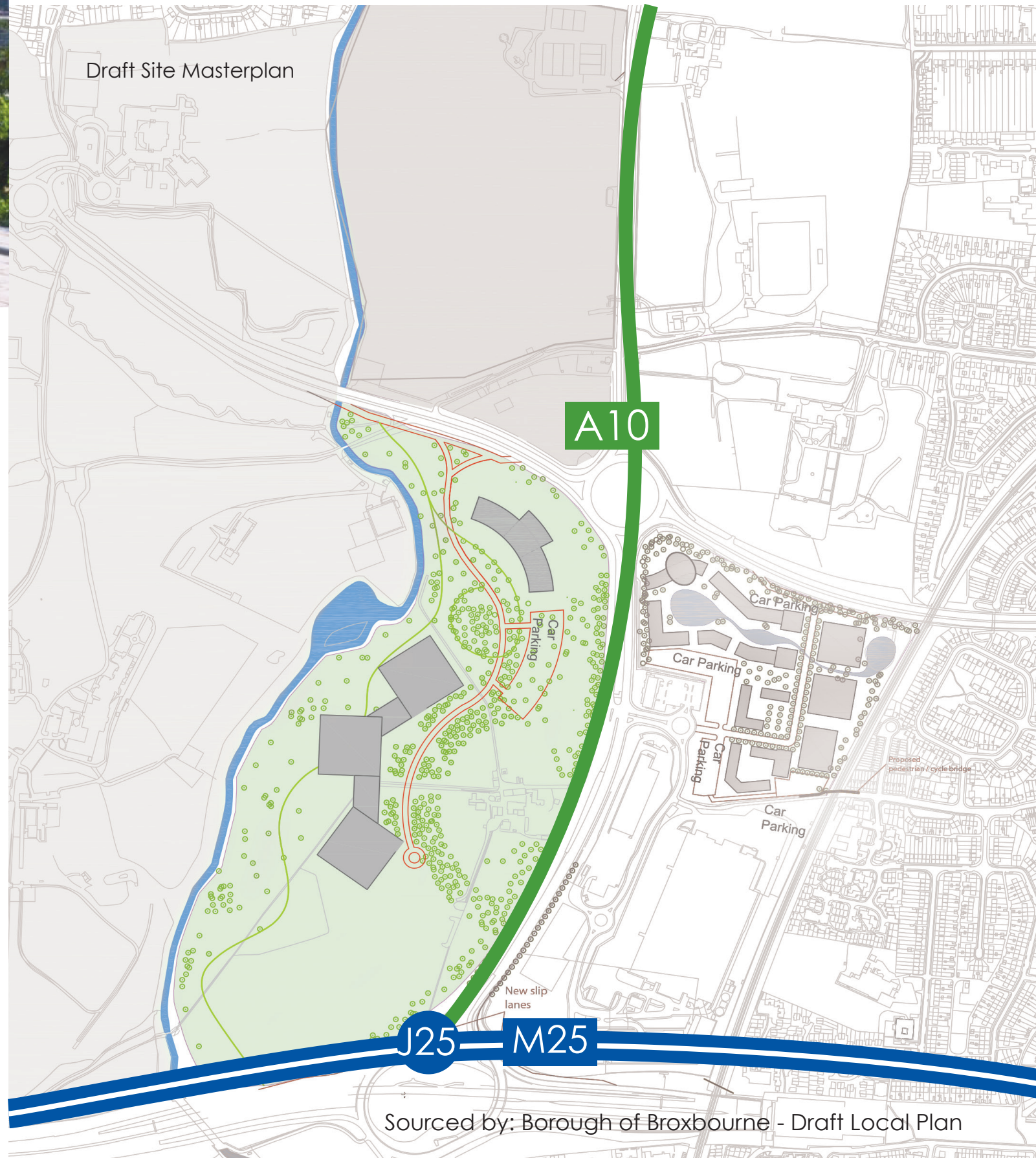
16.8%

of England's Chief Executives live here.



Local Plan

Draft Site Masterplan



40%

Educated to degree level or higher.



43,200

Life science workers -19.6% national total.

Vision

Park Plaza West is an exceptional opportunity for a headquarter site.

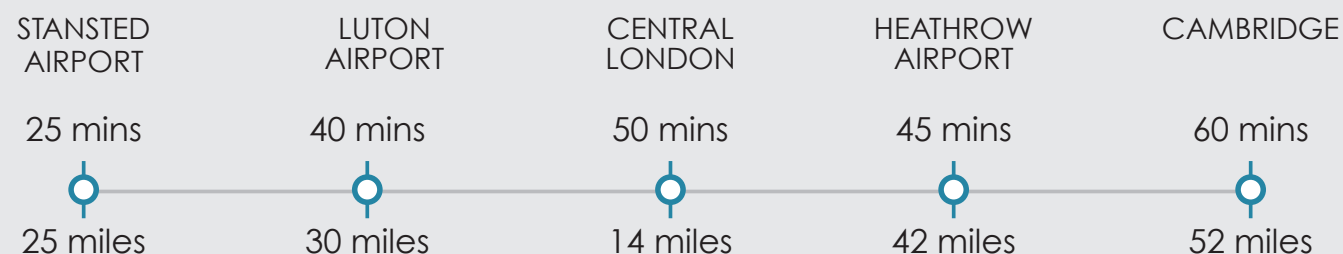
The site offers a gateway to the Hertfordshire countryside and its high quality environment. It lies adjacent to the M25 and has excellent access to London and its airports. The site is at the heart of the London Stansted Cambridge Corridor (LSCC) and the Oxford London Cambridge 'Golden Triangle', home to many of the world's leading science and research businesses and universities.

The site will offer a well-landscaped setting with supporting infrastructure and amenities.

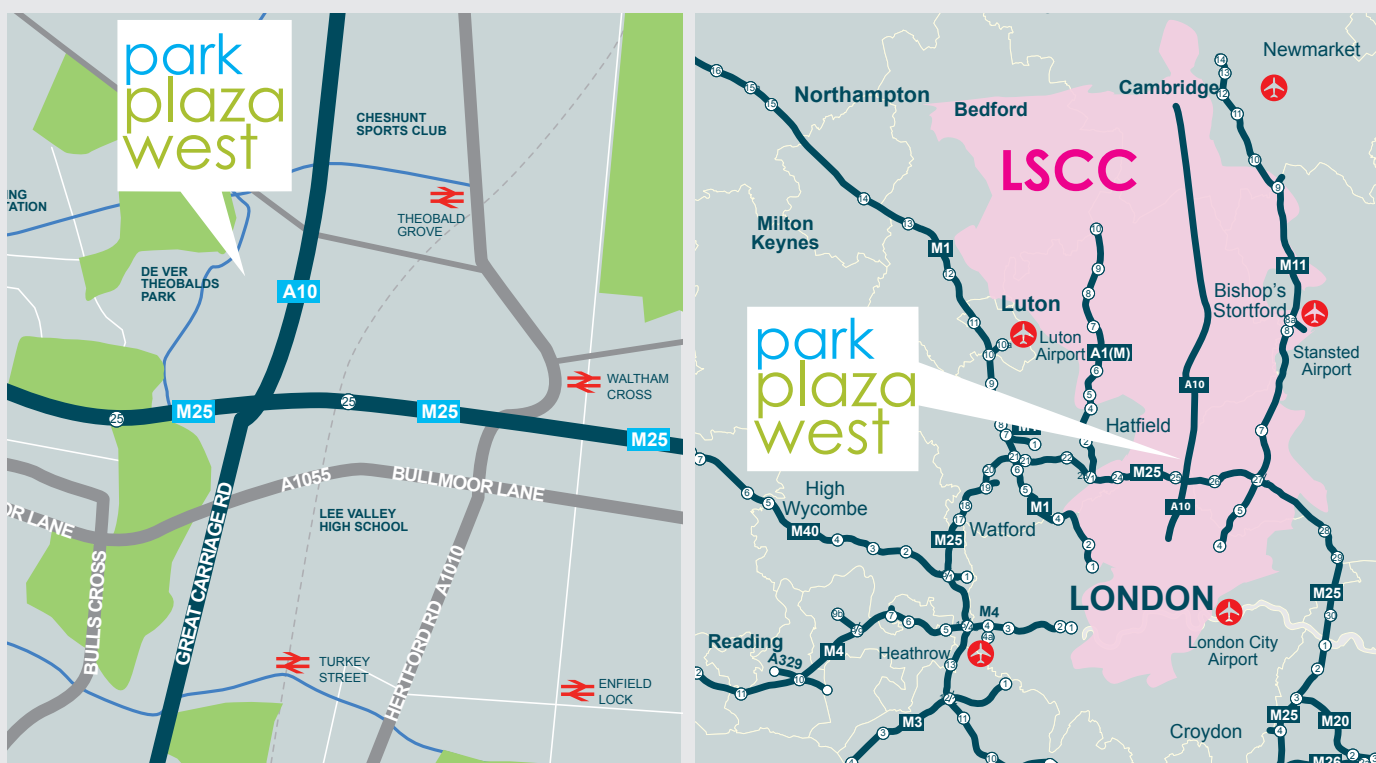
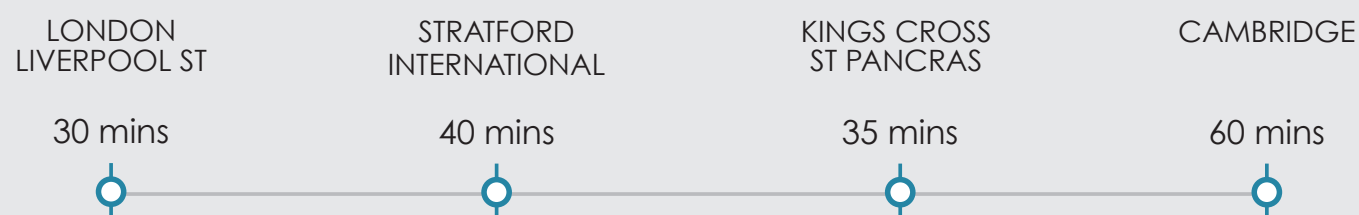
A pivotal location on the doorstep of London; through pioneering design and innovative solutions, this flagship site will put a company's headquarters on the map as a quality destination where businesses prosper.

Transport & Location Maps

ROAD ACCESS PARK PLAZA WEST



RAIL ACCESS PARK PLAZA WEST FROM WALTHAM CROSS STATION



Location

The area is already host to a number of major and international companies.

- > Tesco HQ
- > News UK
- > IKEA
- > Marks & Spencer
- > Merck Sharp & Dohme
- > Epsilon
- > Cheshunt Marriott
- > CPM Asset Management
- > John Lewis
- > Next
- > VolkerWessels UK
- > De Vere Venues

At the heart of a creative corridor with Elstree, BBC and Warner Brothers Studios to the west, and Stratford Olympic Park to the east.



Stansted has planning permission to double in size over the next decade.

Local Area

The local area offers high quality housing and extensive leisure facilities including the following:

- > Olympic venue, Lee Valley White Water Centre
- > Sports centres & golf courses
- > 4 senior schools and 17 primary schools less than 10 minutes away
- > Variety of nearby parks
- > Close to the site of Theobalds Palace
- > Theobalds Park (De Vere Venues Conference Centre)
- > Brookfield Shopping Park
- > Lee Valley Regional Park



£161bn
Economy.





2.3 million people.



1,400 Life science businesses.



37 World-class Life Science research institutes.



70%

of Cambridge University turnover is in R&D and postgraduate research growing 4% p.a.

54,000
IT/Telecoms
Professionals.



High Level of cultural and national diversity in workforce and student cohort.

Ambition Broxbourne's Vision



To grasp the challenges and opportunities faced and unlock the full potential of Broxbourne's assets, the Ambition Broxbourne vision is that:

By 2030 the Borough of Broxbourne will have a thriving, vibrant and prosperous economy that is underpinned by innovation, enterprise and entrepreneurship which:

- > Drives innovation and business growth to provide 6,300 jobs.
- > Focuses on attracting more knowledge based Blue Chip companies.
- > Has a job market connected to and shaped by young people.
- > Has a well educated and skilled population willing and able to compete in the local and global economy.
- > Shapes communities characterised by independence and pride.
- > Targets support for the most vulnerable.
- > Supports knowledge driven economic development within the Borough and across the wider area with a particular focus on the City of London.
- > Creates a labour market where the educational institutions (connected from early years to higher education) meet the current and future needs of the economy.

Testimonials



2.3 million people.



1,400 Life science businesses.

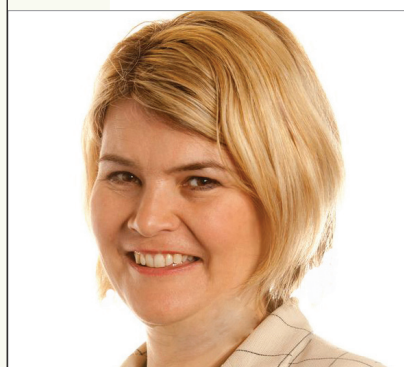


37 World-class Life Science research institutes.



For VolkerWessels UK Broxbourne is an ideal and strategic location to do business. With excellent links into London and to airports, the location supports us in our operations throughout the UK. Furthermore the area is attractive to live, work, learn and visit. This enables us to attract and retain a highly skilled workforce.

Naomi Connell
VolkerWessels UK
Chief Financial Officer



The delivery of this site will act as a catalyst to attract inward investment into the County, and will provide an iconic hub to attract and drive entrepreneurship, innovation and job creation.

Yolanda Rugg
CEO of Hertfordshire Chamber of Commerce



This is a key site at the heart of the London, Stansted Cambridge corridor and provides much needed space for attracting inward investment and driving economic growth.

John McGill
Director London Stansted Cambridge Consortium



We are supportive of the aims and ambitions of Broxbourne Borough Council's economic development strategy Ambition Broxbourne to create the right environment for businesses to thrive and encourage smart growth in Hertfordshire.

Paul Witcombe
Manager, Hertfordshire Local Enterprise Partnership Enterprise and Innovation



This strategic development is in an ideal location to attract business into Broxbourne. It will create new job opportunities for our skilled graduates helping them to stay in the area and contribute to the growth of our local economy.

Julie Newlan
University of Hertfordshire



This strategic site in Broxbourne sits adjacent to the M25, providing a fantastic location for business. CEG is committed to investing in Broxbourne, bringing something unique and exciting to the market.

Jon Allen
CEG Development Manager



This is a key strategic site for the Borough and I am determined that the Council, through its economic development strategy Ambition Broxbourne, does all that it can to support and drive forward the delivery of this site to provide the high quality development and jobs I want to see come to the area.

Cllr Mark Mills Bishop
Leader Broxbourne Borough